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NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Newsletter

NAEB

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SPECIAL ISSUE

THIS APRIL ISSUE OF THE NEWSLETTER MAY APPEAR A LITTLE UNUSUAL TO REGULAR READERS. IT WAS ESPECIALLY PREPARED TO TELL THE NAEB STORY TO PERSONS ATTENDING THE MUSIC EDUCATORS NATIONAL CONFERENCE IN ST. LOUIS, APRIL 13-18, AND THE INSTITUTE FOR EDUCATION BY RADIO-TELEVISION IN COLUMBUS, APRIL 17-20.

200 EXTRA COPIES WERE PRINTED FOR THE MENC AND 100 FOR THE IERT, EACH WITH A SPECIAL FIRST PAGE, INDICATING THAT THE NEWSLETTER WAS ESPECIALLY PREPARED FOR THOSE CONFERENCES. IN ADDITION, TWO ADDITIONAL PAGES, DESCRIBING THE PURPOSES AND FUNCTIONS OF THE NAEB AND THE NAEB RADIO NETWORK WERE INSERTED AS THE FIRST TWO PAGES.

THE STAFF BELIEVES THAT THE SPECIAL TIME AND EFFORT THAT WENT INTO PREPARATION OF THESE SPECIAL ISSUES WILL BE MORE THAN COMPENSATED FOR BY THE INCREASED UNDERSTANDING THAT WILL RESULT OF THE NATIONAL AND INTERNATIONAL ROLE AND ACTIVITIES OF THE NAEB.

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SPECIAL ISSUE

This April issue of the NEWSLETTER may appear a little unusual to regular readers. It was especially prepared to tell the NAEB story to persons attending the Audio Education National Conference in St. Louis, April 15-19, and the Institute for Education by Radio-Television in Columbus, April 17-20.

200 extra copies were printed for the NEMC and 100 for the IERT; each with a special first page, indicating that the NEWSLETTER was especially prepared for those conferences. In addition, two additional pages, describing the purposes and functions of the NAEB and the NAEB Radio Network were inserted as the first two pages.

The staff believes that the special time and effort that went into preparation of these special issues will be more than compensated for by the increased understanding that will result of the national and international role and activities of the NAEB.

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IERT CONVENES

HENRY CASSIRER TO ADDRESS NAEB LUNCHEON AT IERT

Mr. Henry R. Cassirer, UNESCO radio and television specialist and head of the UNESCO TV section, will be the principal speaker at the NAEB luncheon, held in connection with the Institute for Education by Radio-Television, Wednesday, April 18, in the Yellow Room of the Deshler-Hilton Hotel. Mr. Cassirer will discuss educational uses of television and the other mass media throughout the world. Chris Donaldson, WOI-TV, has been named by President Frank Schooley to handle arrangements for the luncheon. Tickets may be obtained, in Columbus, either from Donaldson or members of the Headquarters staff.

Several other NAEB meetings will be held in conjunction with the IERT. The Board of Directors will meet Monday evening and all day Tuesday, April 16 and 17. On Thursday evening, April 19, the NAEB Organizational Liaison Committee, with Graydon Ausmus and Allen Miller as co-chairmen, will hold a dinner meeting at the Maramor Restaurant. In addition, several NAEB members will attend meetings Sunday evening and Monday held by the Educational Television and Radio Center for representatives of its affiliated educational television stations.

IERT TO EXPLORE ROLE OF SERIOUS BROADCASTING IN TODAY'S WORLD

The role of serious broadcasting in today's world -- and the factors affecting that role -- will be explored by broadcasters, educators, and civic leaders at Ohio State University's 1956 Institute for Education by Radio-Television, to be held April 17-20 at the Deshler-Hilton Hotel, Columbus.

To begin the second quarter century of its existence, the Institute format has been drastically revised.

The four-day educational meet -- the oldest of its kind in the nation -- provides an opportunity for expression of varied viewpoints on important issues relating to broadcasting. The main objectives are to stimulate thinking and to encourage an exchange of ideas and techniques.

Four of the five plenary sessions on this year's agenda will feature major addresses on topics related to the central theme, "The World's Critical Need for Education and Culture," "The Socio-Political Situation," "Broadcasting in Other Countries," and "The Economics of Broadcasting in the U.S." A fifth session, on April 20, will be given over to a conference summary and a closing address.

The heart of the 1956 Institute, however, will consist of small discussion groups for critical examination of the central problem and of significant questions raised in the plenary session. Each of these will meet three times during the conference, and each will have a chairman, a discussion leader, a recorder, and resource persons. A new feature of the IERT format, these basic discussion units will replace the "work-study" and "special interest" meetings of former years.

A series of clinics to bring conferees up-to-date on latest developments in their own fields of activity will be another Institute feature. Seventeen are currently scheduled in areas ranging from educational radio and TV stations to communications research and government public information broadcasting.

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NAEB CONSULTATION TEAM VISITS WOSU-TV

The third NAEB Consultation Team visited WOSU-TV, the Ohio State University station in Columbus, Ohio, on March 12, 13, and 14. This visit, made possible by a grant from the Fund for Adult Education, is probably the final visit to be made under the present experimental grant which expires April 1.

Members of the team who were in Columbus included:

Dr. Armand L. Hunter, Director, WKAR-TV
Prof. Edward L. Stasheff, Speech Department, University of Michigan
Mr. Jack Chenoweth, Chief Engineer, KETC
Mr. Cecil S. Bidlack, NAEB TV Engineer

WOSU-TV began scheduled operation on February 20, 1956, on a limited basis using new building and equipment facilities completed in October, 1955. At present the station is operated jointly with WOSU (AM) and WOSU-FM with many staff members working in both radio and television.

WOSU-TV requested the Consultation Team visit for assistance in program planning, production, and engineering operations for the purpose of improving both type and quality of beginning operation. Although the station had been on the air only three weeks at the time of the team visit, it is believed that many valuable suggestions and much constructive criticism of present operations were offered. Many of the questions of the staff were answered and a great many suggestions made for the future in individual and group conferences with the WOSU-TV staff.

The Consultation Team also met with President Howard L. Bevis and Vice-President Frederic Heimberger of Ohio State University to discuss potentialities of WOSU-TV and educational television as a teaching tool and also its broader public service aspects. The Ohio State University stations WOSU-AM-FM-TV are managed and operated by Robert C. Higgy. Mr. Higgy is a former president of NAEB and at present a member of the NAEB Engineering Committee.

THIS IS THE NAEB RADIO NETWORK

The above phrase is being heard in more and more homes as the NAEB Radio Network continues to expand its services to educational broadcasters and their listeners. What is this Network? How does it operate? Is it advancing better broadcasting? These are questions often asked by both the average listener and the educational broadcaster who is not affiliated with the Network.

In essence, the NAEB Radio Network is a distribution agency instituted to assist educational broadcasters to obtain quality programming at the lowest possible expense; and, by so doing, the Network brings to the listener programs of educational, cultural, and informational value which otherwise would be unavailable.

The membership of the Network comprises those noncommercial, educational radio stations which are Active Members of the National Association of Educational Broadcasters and which, for an additional fee, receive Network programming. Network members receive regular offerings from which they choose the programs they wish to broadcast to their listeners. These programs originate from various sources (NAEB members, ETRC grants-in-aid, outside agencies, and foreign broadcasters) and include all imaginable types of programs (music, drama, forums, lectures, documentaries, children's, in-school, etc.). Thus, the Network member has at his disposal a wide range of sources and materials from which to build a varied program schedule.

Has the Network advanced the cause of better broadcasting? Definitely yes! From the sources and types of programs distributed, the Network has been able to offer not merely entertaining radio listening, but listening of such a quality that each individual listener has his life enriched by what he hears. And these programs are being heard by more Americans every year. The following figures represent our efforts to bring better listening to the radio audience:

Network Year	No. of Stations on Network (1)	Total Air time (in hours and minutes)
Prior to 6/30/51(2)	41	1,302:30
7/1/51 - 6/30/52	65	10,824:20
7/1/52 - 6/30/53	85	17,496:25
7/1/53 - 6/30/54	78	13,468:30
7/1/54 - 6/30/55	75	14,421:40
7/1/55 - 6/30/56	72	16,331:00

(1) Decline in stations resulted from an increase in the Network Assessment Fee. This fee was increased annually, for three years, so that the Network (made possible originally by a grant from the W. K. Kellogg Foundation) might become self-supporting.

(2) When distribution was ably handled by WNYC, New York.

As is evident from these figures, the last three years of Network operations have been years of steady improvement. But complacency is not one of our characteristics. With the coming of the next Network year, we are looking forward both to an increase in total air time and to improving the quality and quantity of our offerings. Consequently, we would like to expand our services so as to include all noncommercial, educational radio stations, for we sincerely believe that our services offer a unique opportunity for noncommercial, educational broadcasters to bring the finest in quality programming to their listeners.

Many inquiries have been received regarding the standards used in choosing programs to be offered over the Network. The following nine criteria, as distributed by Mr. Waldo Abbot, (Director of Broadcasting, University of Michigan), chairman of the Radio Network Committee, are those used by the Program Acceptance Subcommittee in judging submissions.

1. A submitted program must have a universality of appeal to a general adult audience.* It must be good for Texas as well as New England.

2. It must be a program that cannot be produced as well by a local educational station.

3. It must embody the principles of good showmanship. Just because we are an educational network is no justification that any program be dull, too heavy, or built for a limited potential audience.

4. The message to be conveyed by the program must be backed by competent research and planning. It should be informative and mentally stimulating.

5. It must not normally be "dated," inasmuch as it may not be broadcast over the network for some months, nor its use restricted to narrow time limits.

6. The idea and content should be original, not resembling a program recently offered by the network.

7. The technical standard of the recording must come up to standards set up by the NAEB.

8. The timing of the program must conform with NAEB requirements (14:30 - 29:30 etc.).

9. In accepting network programs the committee should bear in mind the overall offering of the network. Select a variety of types: drama, music, speech, documentary; but don't allow any one form to dominate the general offering.

* (These standards are for general programs only. In-school programs are separately judged, by a special in-school committee with comparable standards.)

AN INFORMAL REPORT TO THE MEMBERSHIP

BY

HARRY J. SKORNIA, EXECUTIVE DIRECTOR

I am sorry that I was on the road at the time when the last Newsletter had to be put to bed. I am as subject as you are to meeting Newsletter deadlines, so I was simply left out.

I hope to make up for it by the present double report of highlights of some of my recent activities for the last two months. I am afraid that this is likely to sound a little like a travelogue, but I do try to keep you as informed as possible on my whereabout and activities.

FEBRUARY 15 FOUND ME IN WASHINGTON for a combination of several meetings. The first was a meeting of the broadcasting committee of the CNO which, you will recall, is the Council of National Organizations, a part of the AEA (Adult Education Association) devoted to serving a coordinating function among its over a hundred member organizations of which the NAEB is one. Harold Hill has been representing us at meetings of the CNO's editorial committee, for example, which studies ways of improving member publications.

This meeting was held at the NARTB offices, with Fred Garrigus, who is in charge of Field Development for the NARTB. The purpose of the meeting was to set up plans for workshops for various areas of the United States, with the cooperation of the NARTB and the NAEB. Chairman of the Broadcasting Committee is Gregor Ziemer, whom many of you will remember from the American Foundation for the Blind programs carried on the Network. Results of this conference will be announced, as they affect the NAEB, as soon as workshop plans materialize.

Following this meeting I represented the NAEB and President Schooley at a Joint Committee meeting of audio-visual people. This meeting was devoted to a study of common public relations efforts needed in the field of modern instructional materials. It will be remembered that the last White House Conference considered radio, television and audio-visual aids pretty much in the same category with swimming pools and other extras. Much of the discussion revolved around a matter which was later discussed at the DAVI (Department of Audio-Visual Aids of the National Education Association) Convention in Detroit, to which I make reference below.

Also on the agenda were conferences with Leonard Marks, our legal counsel in Washington, on the many items of proposed legislation and allocations in which the NAEB is represented. Mr. Marks and I also met with Mr. Jack Poppele, Assistant Director for Radio and Television for the USIA, who is in charge of the Voice of America, and his staff. Our meetings were devoted principally to securing their support for the expediting of customs problems which now greatly hamper the exchange of materials and programs. When I called Mr. Marks yesterday (March 20), while I was in Washington, I

found that this problem is still far from solved. However, we are still working on it, and won't give up until we have worked out an arrangement.

While in Washington I also had lunch and dinner at the Senate Radio Gallery and the National Press Club with former students now in network and government jobs and former colleagues from the Information Agency. Various projects which I hope may someday materialize, to the credit of the NAEB, were discussed.

ON SATURDAY, FEBRUARY 18, I MOVED ON TO ATLANTIC CITY FOR THE ANNUAL CONFERENCE OF THE AMERICAN ASSOCIATION OF SCHOOL ADMINISTRATORS, of which I am a member. While there I also represented the NAEB and its President at the Junior Town Meeting League breakfast session and participated in various meetings, principally the one devoted to educational television.

In connection with this latter session, I can report to you the great pleasure I felt at observing that such sessions are no longer characterized by having such TV and radio persons as Ralph Steetle and Harry Skornia alone trying to "sell" administrators on educational radio and television. The extent to which exponents of these new aids are now beginning to be superintendents, like Superintendent Dimmick of Pittsburgh and former Superintendent Stoddard of Los Angeles, show an encouraging trend. Educators will always put more confidence in what other educators from their ranks tell them. I can tell you that on the basis of my recent travels and meetings, the finest educators in the United States are beginning to become the greatest promoters of these new aids, as possible means of meeting the increased enrollment problem and the problems of shortages of space and instructional staffs. The contrast between the outlook for educational television a year ago and the present date is so great and so encouraging that I felt that I must register this in passing.

One other session which I attended was the joint research session of UNESCO and the American Educational Research Association (of the NEA). Here I found representatives from Japan and many of the other Asian nations as well as the Soviet Union and most European countries vitally interested in the results of experimentation and research in educational uses of TV and radio in the United States. I found almost more demand than we could meet for our Fact Sheet Service and other materials which they urgently need. I am not sure whether all of you are aware or not of the closeness with which we have been working with UNESCO or the percentage of our materials which now go out of the country, as well as to educators and research people at all levels in the U.S. In this case, as in so many others, I am afraid that we are sometimes so busy doing things that we don't always have time to tell you about them. Needless to say requests from all over the world are still coming in for information and materials.

In connection with our research activities, the University of Illinois Institute of Communications Research has assigned its research assistant, Hideya Kumata, to do a concentrated study of the uses made in the United States and abroad of television for directly instructional use, whether for credit or non-credit. This project is closely coordinated with us all along,

and yours truly now finds himself the focus of a many-sided coordination effort in which it is hoped that UNESCO can serve as the collection agency for much of that part of the project involving European studies, with Mr. Kumata, the Institute, the NAEB, the ETRC, the JCET, and all other organizations interested, trying to keep abreast of what is being done in America.

There were many other meetings and other worthwhile contacts at Atlantic City. Needless to say all conferences are exploited to the fullest as a means of meeting as many people as possible and doing as much good as possible for the cause of educational broadcasting and the NAEB.

ON TUESDAY, FEBRUARY 21, I LEFT ATLANTIC CITY FOR ATLANTA, GEORGIA. Here I conferred with Haskell Boyter and Kenneth Christiansen, who will handle plans for the 1956 Convention to be held at the Biltmore Hotel. Incidentally registration cards have now been printed and will be mailed to you shortly, together with a first draft of the Convention program. Meanwhile all suggestions for speakers and types of sessions needed will be welcomed by Haskell Boyter, President Schooley or myself.

While at Atlanta, I appeared on WSB-TV in an interview on behalf of educational television and visited the Protestant Radio and Television Center, which not only distributes to some 700 stations around the world but also produces programs in both media. I have recommended that a visit to this Center be scheduled as a part of our Convention, and hope that this will materialize. If you see it, you will understand why. It's a fine, modern, installation in its own modern building with efficient high-quality duplicating and shipping procedures.

I was greatly impressed by the tremendous initiative and originality of the activities of the Southern Regional Education Board under the leadership of John Ivey, Bob Anderson, Kenneth Christiansen and other young men (all under 40) who are making the South, in my opinion, the most wide-awake part of the country in the whole educational television picture. This, too, will be reported on at the Convention. I could report with enthusiasm many other interesting experiences in Atlanta, if time permitted. Unfortunately it doesn't. One of the most discouraging experiences I had was hearing a radio interview with former Governor (and Senatorial candidate) Talmadge who pointed out that the violence then in progress on the University of Alabama campus would be as nothing to what will be seen in Georgia if the desegregationists attempt to force the issue there.

FROM ATLANTA ON FEBRUARY 23 I WENT ON TO MIAMI. Here I was greeted by the ETV station newsreel photographer and several old friends learned of my presence in Miami via the film on the local commercial TV station that night. Didn't see it myself. I had been asked by Vernon Bronson to give a quick look to their operation with a view to setting up a consultation team in the near future to help them with their many problems. I also was one of the guests at the luncheon scheduled to start efforts on behalf of a drive for funds for the Dade County ETV station. Guest speaker was Edward Ryerson of Chicago, whom most of you heard at our last Convention.

I was amazed at what Vernon Bronson, in spite of the many problems he has had (which would have broken almost anyone else's spirit and back), has been able to do, virtually without funds and without staff. It is one of the most amazing accomplishments in educational television in the United States, and I should like here and now to pay Vernon the highest tribute. I should also like to thank him for the Saturday afternoon drive along the Keys and the grilled steaks in his back yard with his fine wife, under the Miami moon and citrus trees.

While in Miami, I had the good fortune to overlap two days with Dick and Dorothy Hull. Needless to say shop was talked the entire time, and I was able to learn a great deal about the very fine study on ETV in America, which Dick is carrying on, with Ford Foundation funds, administered by the Educational Television and Radio Center. Dick assured me that before his study is finalized an advisory group of us will, he hopes, be able to get together with him to go over his complete findings to help him make sure that the picture presented is a fair and complete one, of use to all organizations and individuals concerned. The seriousness with which Dick and Dorothy are taking this assignment make them 7-day-a-week workers, virtually around the clock.....We certainly have some fine people in the NAEB!

AFTER MIAMI I RETURNED TO CHICAGO, where, thanks to what are becoming all too usual air snafus involving our local feeder air line, Ozark, I was forced to stay overnight, before coming on by train on the 29th. I had to get back as soon as possible because I was scheduled for Friday, Saturday and Sunday meetings March 2, 3, and 4 in Chicago.

THESE MEETINGS WERE SESSIONS OF THE AEA FIELD DEVELOPMENT COMMITTEE of which I am a member. The significant work of the Adult Education Association would require too much time to explain. However, this is perhaps as good a time as any to mention that I am a Delegate-at-Large to the Delegate Assembly of the AEA, which is the governing body of that Association. In answer to a phone call last Sunday night, I also agreed to stand for election as Secretary-Treasurer of the AEA. I agreed to this only on the promise that this is strictly a policy position, and involves no detailed secretarial or treasurer's functions. The likelihood of my being elected is also insured against considerably by the excellent quality of the other candidates whose names those of you who are AEA members will see when the ballot comes out. I did not feel that I could turn down this request, however, in view of the apparently earnest interest of the AEA in involving people representing new media and broad educational ideas.

THE FOLLOWING WEEKEND, MARCH 10 AND 11, WERE DEVOTED TO MEETINGS OF THE TV DEVELOPMENT COMMITTEE IN URBANA, chaired by Bob Schenkkan. Frank Schooley, Harold Hill, Cecil Bidlack and Bob Underwood were able to be present for portions of the Committee's deliberations as well. You'll be hearing more about their recommendations as soon as they have Board approval.

THE FOLLOWING DAY, MONDAY, MARCH 12, I LEFT FOR THE DAVI CONVENTION IN DETROIT, where I had an opportunity to make a "pitch" on behalf of educational radio and television to various of the panels and sessions on which I appeared,

in some cases as previously scheduled, and in some cases as a participant from the audience. Here too I found interest in our organization and its activities and ideas very high.

I must also report that these are difficult times for audio-visual developments, in view of the problems of educational jurisdiction raised by new media like television and radio which sometimes overlap. A subject of much of the discussion at the DAVI business sessions was the problem of whether the DAVI should remain a purely audio-visual organization or whether it should undertake to encompass all instructional materials. I remained as aloof as possible from this discussion, both here and at the Joint Committee meeting in Washington, mentioned earlier, since I felt like something of an outsider, and did not wish to influence the solution of this purely internal, although deeply important, problem. The new DAVI magazine will bear the title INSTRUCTIONAL MATERIALS at least until the June, 1956, issue. By that time a vote is expected which will determine which direction the organization will take on this issue, and whether this title will be continued.

What I found to be the most excellent of all the DAVI sessions were the continuing daily ones on television, under the chairmanship of Harold Wigren. Miss Emma Fantone, Director of the Audio-Visual Aids Service at State Teachers College, Upper Montclair, New Jersey, had assembled a panel including, besides yours truly as a representative of the national picture, excellent presentations of the direct instructional uses of television at Pennsylvania State University, Kansas State Teachers College, and Stephens College, with additional remarks by many of the other 101 locations where direct teaching by closed circuit is going on in the United States. I am recommending these or comparable presentations to the Convention Planning Committee as indispensable for our forthcoming national convention program.

While in Detroit I also had lunch with William Wood, Director of the television foundation and the educational station there. I also was able to talk with William Stirton of Wayne University and to visit the Wayne University studios which I was shown by George Steiner, in the absence of Paul Rickard, who was on active duty with the Marines while I was there. He has since returned, called back by the death of his father.

I HAVE NOW JUST RETURNED (MARCH 21) FROM A MEETING OF THE AMERICAN COUNCIL ON EDUCATION which is helping to lay the groundwork for the President's Commission on Education Beyond the High School and the next White House Conference, which will be devoted to education beyond the high school. I was one of twenty-five persons invited to present talks and ideas for this special planning session. At this session I was also greatly pleased at the extent to which the activities and educational ideas of our Association and the new media seemed to make sense to the hundred or so presidents and other administrators there assembled. The atmosphere was good and receptive. The recommendation for the President's Commission will include the specific request, approved by all, that educational television be given priority by the Commission and the possible White House Conference, which it is hoped it will call. Here again I did not find that this was something which had to be "sold" to the administrators. And I should like to pay high tribute to

the awareness of the outstanding educators who attended this preliminary meeting, under the direction of Dr. Katharine McBride, Chairman of the ACE and President of Bryn Mawr, and ACE President Arthur Adams.

MY RETURN TRIP FROM WASHINGTON yesterday (March 20) afternoon was made all the more interesting by the company of Senator Estes Kefauver on the same flight. The brief conversation we had with him was very pleasant. This was the day of the primary election in Minnesota, which apparently turned out better than even he had hoped.

These travels have kept me away from the family most weekends. We sometimes have a little trouble with the wife and kids who are very unreasonable, when, as was recently the case, I was away or at meetings in Urbana six out of eight consecutive weekends. However, these trips do have their compensations, and I hope that the industry and integrity with which we attempt to represent your interests are worthy of the organization.

And as you know, in my spare time I teach the University of Illinois' graduate radio and TV seminar. For this, you will recall, the University pays a portion of my salary.

DURING MY ABSENCE THE WAY IN WHICH HAROLD HILL AND THE FINE STAFF at 14 Gregory Hall are able to keep things going, and handle most NAEB business in my absence also deserves mention. Any orchids that come my way deserve to be shared by the many loyal and industrious members of the staff who work as hard as I do but have less opportunity to get out. They all (especially Harold, Winnie (our office "boss"), Joanne and Cathy who work closest to me and my output daily and try to decipher my all-too-hasty directions and handwritten notes and short letters) repeatedly and loyally remind me of things I've forgotten, save me from making mistakes in reference or procedures, and generally make me look (and feel) as good as is possible with the material(s) at hand. You have all undoubtedly noted the contrast between our output now and those first early days of my incumbency in 1953, when I had virtually no staff to keep things up-to-date while I was away from the office. Remember the nocturnally-typed and long-hand notes of that era? (Sorry to ramble like a Pater Familias: but that's one I couldn't avoid slipping in.)

My hat is off to them as well as to that master traveler of all, Frank Schooley, who will tell his own story in the President's page attached to this issue. As one who is as close as anyone to him and the boundless imagination, initiative, and diplomacy with which he has been representing us all at countless conferences, I can not fail to register our constant amazement and admiration. He will not see this until it appears, otherwise it would most certainly be deleted.

Incidentally, we obviously can not accept nearly all the requests for us to travel. For instance I was recently invited to attend a conference at UNESCO House in Paris, sponsored by UNESCO, and to be held May 29 - June 1. This preliminary conference is for the purpose of planning expanded possibilities of program exchanges, co-production and so forth, and seeks to tap

the minds of many recently returned people from foreign service and under-developed countries. Since the NAEB has traditionally been unable to provide funds or time for such travel in the past, we did not feel that this trip for me was justified. After some discussion with your president, and with Dr. Newburn of the Educational Television and Radio Center, we ended up by contacting Stanley Donner, Fulbright Scholar currently in Paris, and have recommended him to represent our combined interests and those of educational broadcasting in the U.S. I hope this arrangement will work out. But this illustration was used only to show the growing number of requests coming to us from throughout the United States as well as abroad. Many of such requests must be politely declined.

While back in the office, we are also frequently unable to get at all your correspondence as quickly as possible sometimes. For example this week we are scheduled to entertain a representative of the Voice of America, and the Director of Radio Free Berlin. I hope you all will understand, therefore, the occasional delays which occur in the handling of Association business. I assure you that from the time we get to the office, at 7:45 each morning, we are attempting to keep abreast of developments and keep on top of NAEB affairs and your interests. We shall continue to do this within the limit of our possibilities and energies.

Fortunately not too many trips appear on our calendar for the immediate future. The next one will be to New York on April 12 for a talk at the Speech Association Convention at the Statler Hotel. From there, I leave after my panel on Saturday, April 14, for Columbus where I attend the Sunday night and Monday meetings of the ETRC affiliates, to which I have been invited as I always am by Dr. Newburn. This illustrates the excellent liaison and under-standings developing in all ETRC-NAEB relations. Monday evening and Tuesday I shall be meeting with the Board, and for the rest of the week will be hoping to see many of you at our various luncheons, panels and other functions in which we are involved. After serving as the moderator for the dinner session of the American Council for Better Broadcasts on Friday evening, April 20, I hope to return to Urbana-Champaign, to settle down for what I hope is an extended period of work here.

Thanks to the many of you who have written to urge me to report thus fully on all my trips and contacts. Without these many requests to do so, I would not have had the courage to take so much of your time for the present "report to the members."

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The University of Kansas has a 5,000 watt AM transmitter for sale. It is an RCA BTA5G. This transmitter was purchased in 1952 and has never been used, and is in excellent condition. It is equipped to broadcast on any frequency from 535 to 1650 kc. Anyone interested might contact Mr. Bruce A. Linton, Chairman: Radio-TV Committee, Flint Hall, The University of Kansas, Lawrence, Kansas.

SCHOLARSHIPS

FULBRIGHT SCHOLARSHIPS

Awards under the Fulbright Act for 1957-58 for university lecturing and post-doctoral-level research have been announced. Those applying for the lectureships are expected to have at least one year of college or university teaching experience in the U.S. or abroad. Specialists in such fields as library service, social work, adult education, nursing education and museum and art gallery methods may apply for either lecturing or research awards and will be considered eligible if they have completed their formal undergraduate and postgraduate training and have been established in their professions for several years. A partial listing of awards of particular interest to educational broadcasters follows.

The University of Melbourne, Australia, whose term runs from March, 1957 to November, 1957 has two awards available in connection with television. Television is scheduled to be introduced in Australia early in 1957. The Department of Visual Aids at Melbourne is embarking upon a comprehensive investigation into the effects of television upon children and adults. A complete closed-circuit television system has been installed and two committees have been established to assist in the project. One of these represents all interests likely to be involved in the actual operation of television. The other is an expert university committee which will supply necessary research material and personnel to assist with special problems as they arise. The objective is to conduct research into television effects both before and after the introduction of television in Australia.

The New Zealand Council for Educational Research at Wellington, which was originally set up under a grant from the Carnegie Corporation, has devoted itself to a study of the New Zealand educational system field by field. The Council would welcome a younger scholar to conduct research on the effects of the primary school on the social and emotional development of children between five and eleven years of age. The grantee should have had experience with elementary schools, a good knowledge of recent research in the subject under review, the ability to apply modern research techniques, and a personality which would make it possible for him to work effectively with New Zealand teachers.

The Dominion Physical Laboratory near Wellington, New Zealand, is conducting an investigation into the southern aural zone and its effects on radio propagation which would be of great importance to New Zealand for fixed point to point communication. In view of the possibilities of long distance aviation routes in the South Pacific and Antarctic regions, it also has a wider interest.

The Philippines are offering a research award in an unspecified field. Although library facilities in the Philippines are rather limited, there are excellent opportunities for field work. American research scholars have done work in political science, economics, anthropology, linguistics and other fields. Research in the pure sciences is, in general, more difficult, because laboratory facilities are limited.

The Department of Journalism at the University of Cairo would welcome a senior person, with considerable teaching experience, to lecture to third-year students in editing and in the principles and practice of journalism. In addition to lecturing responsibilities, which would probably not exceed six hours a week, the grantee might be asked to direct student research projects and to participate in special conferences and seminars. The appointment would be from September 15, 1956 to June 1, 1957.

Applications for the above awards must be postmarked no later than April 15.

The award program for Austria, Belgium and Luxembourg, Denmark, Finland, France, Germany, Greece, Italy, Japan, Netherlands, Norway, the United Kingdom and Colonial Dependencies will be announced in June, 1956, although applications will be accepted from May 1, through the closing date, October 1, 1956.

In addition grants for lecturing abroad under the Smith-Mundt Act, will be available in approximately thirty countries in Latin America, the Near East and Africa, the Far East and Europe.

For further information and application blanks contact Conference Board of Associate Research Councils, Committee on International Exchange of Persons, 2101 Constitution Avenue, Washington 25, D. C.

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A BACKSTAGE JOB FOR TELEVISION

Television has found a "behind-the-scenes" job in the Vienna State Opera House, which re-opened last November. It is helping the conductor of the choir, backstage, to take his cue from the orchestra conductor, in front. As in many opera houses, the Vienna Opera choir is behind the stage and invisible to the audience. A miniature television camera fitted into the prompter's box, facing the orchestra, relays the conductor's movements to a screen installed behind the stage where choirmaster and singers await their cue. Another screen in the organ room links the organist with the orchestra conductor.

(UNESCO)

WORKSHOPS AND SUMMER SESSIONS

Again this year, Headquarters has compiled a listing of workshops and summer sessions that are of interest to educational broadcasters. The following list is for those workshops and summer sessions which we have received information on. It is by no means complete. As further information is received, it will be passed on to you.

WORKSHOPS

INSTITUTION	DATES	TOPICS
Michigan State University "Television Workshop"	August 6-24	Divided into two groups; basic group in programming, production, and management; advanced group in TV directing. Eligibility for advanced group dependent upon experience and interests.
"Michigan High School Speech Institute"	June 24-July 20	For high school students beyond sophomore year or any 1956 graduate; four weeks of training in Radio-Television, Forensics and Dramatics.
Purdue University "Workshop in A-V Techniques for Teachers of Foreign Languages"	June 18-29	Theory and application of A-V to the field of foreign languages, with demonstrations in the various laboratories and studios. Enrollment will be restricted to 25.
Syracuse University "Educational Television"	August 13-24	Seminar topics will cover all phases of educational TV, with problems of studio practice as illustrated in specific scripts. Enrollment limited to 25.

INSTITUTION	DATES	TOPICS
University of Southern California "Workshop for High School Students"	June 25- July 20	Elementary theory and practice of radio-TV. Studio experience with facilities of KUSC-FM-TV.
"Radio-TV Workshop for Educators"	June 25- August 3	Conducted by Dr. Franklin Dunham. Radio-TV in the school and college. Practice in preparing educational programs.
Northwestern University "Television News Institute"	June 26- August 4	Television News Program Preparation and Production; Television News Film Production; Television News Seminar.
Miami University	June 18- July 6	Beginning TV Workshop
	July 7-25	Advanced TV Workshop

SUMMER SESSIONS

INSTITUTION	DATES	COURSE OFFERINGS
University of North Carolina	Not known	Introduction to Radio & TV Radio Production Arts Television Production Arts Writing for Radio, TV & Motion Pictures Graduate Courses: Television Production Station Management
Michigan State University	June 25- August 3	Introduction to Broadcasting Techniques of Radio Production Radio Dramatic Direction and Production Introduction to Television High School Radio Workshop Advanced Problems in TV Production TV Program Development

INSTITUTION	DATES	COURSE OFFERINGS
Michigan State University (continued)	June 25- August 24	Television Studio Operations TV Control Room Operations Research in Broadcasting
University of Southern California	June 25- August 4	Not known as yet
	June 25- September 1	Not known as yet
	August 6- September 1	Not known as yet
Indiana University	Not known	Full complement of radio-TV courses
University of Illinois	June 19- August 11	Full complement of courses

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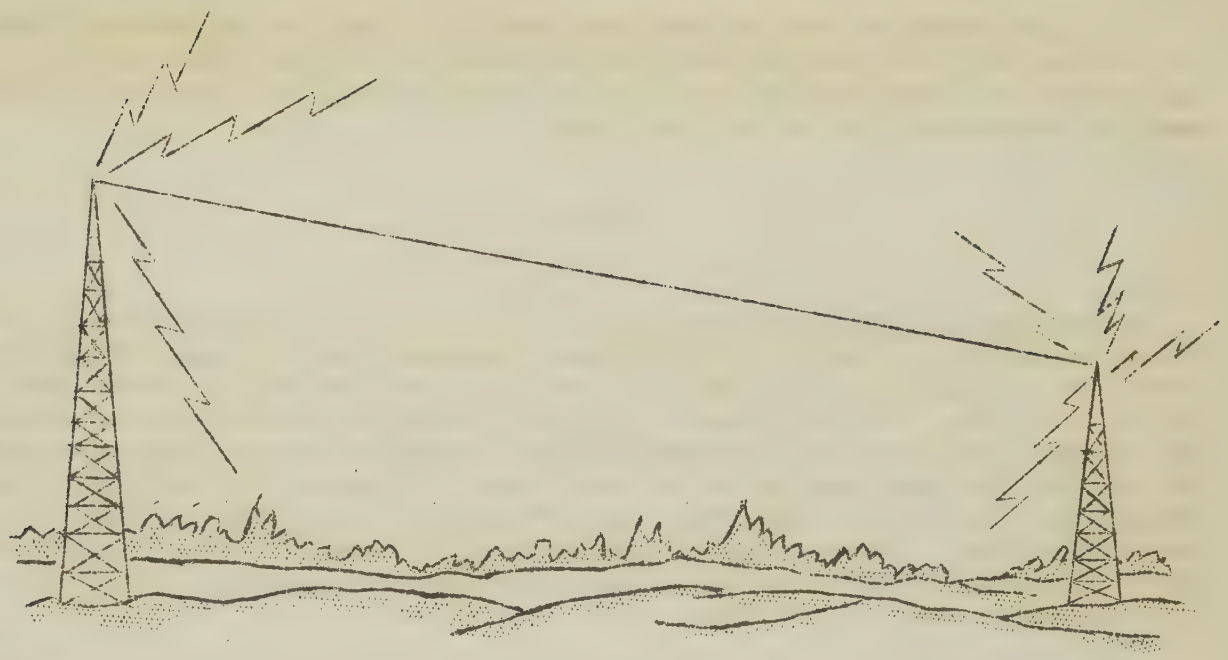

TV Technical Tips No. 19
by
Cecil S. Bidlack, NAEB TV Engineer

This column is being written in New York far from our usual base of operations and near the end of a 17-day trip. We know we're perilously near the deadline for copy for the April Newsletter and hope this reaches Headquarters in time to be included. Before leaving Urbana we had a number of things noted to include in this column. We hope our memory is good for the list we need is safely filed in our desk back home.

*****

First we want to mention that before we left Urbana, technical details and a schematic of the WOI-TV Gray Scale Generator were mimeographed and mailed to all our educational TV stations and those closed-circuit studios we had listed with kinescope recorders. We feel sure that our list is not complete so we'd be more than happy to fill a request from anyone we missed who wants this information. We believe a gray scale generator is almost a must for kinescope operators, and if you don't have $1,750.00 to buy one, this one of Keith Ketcham's may be very useful to you.

Talked to Fred Remley of the University of Michigan at the IRE Convention and he shares the above opinion. He also added that they improved the stability of operation of their WICKES Linearity Checker (gray scale generator) by regulating the AC power input to this equipment.

*****

We also wanted to mention too that Issue No. 5 of the Engineering Newsletter was ready for mimeographing before we left. If your Chief Engineer and members of your technical staff do not receive this, we hope you'll forward us their names for our mailing list.

*****

Attention: Radio Station Technical Personnel! The NAEB Engineering Committee is planning a Seminar for Technical Personnel who are charged with the operation and maintenance of technical equipment at the smaller educational AM and FM stations. This is primarily for the permanent technical staff members of the small stations with the expectation of covering the problems encountered in the operation and maintenance of their studio, transmitting and recording equipment. Soon we will forward a questionnaire and application blank to all member stations. We hope you will get this information back to us in time for the Engineering Committee to use it in setting up the program of the Seminar at its meeting, April 15 and 16.

It is expected that this proposed seminar will receive NAEB Board approval and that sufficient funds will be available to pay all travel and living expenses of those attending. This should be a fine experience for those selected to attend. It will enable them to get acquainted with other NAEB engineers, and we hope it will provide the solution to many of their technical problems as well as improve the quality of their transmitted signal.

*****

Now for a brief run down on the trip mentioned in our opening paragraph. We left Champaign-Urbana Sunday morning, March 11, arriving in Columbus that evening for the NAEB Consultation Team Visit (see story on page 2) at WOSU-TV March 12, 13, and 14. After the visit, we left Columbus Wednesday afternoon only a few minutes late for a flight to Boston via Cleveland. We mention only slightly late since Armand Hunter's and Ed Stasheff's plane to Detroit and East Lansing was four hours late leaving Miami. We were delayed an hour (leaving Cleveland) and then almost made up most of this time en route to Boston thanks to a 90 m.p.h. tail wind.

We spent Thursday (15) and Friday (16) at Boston University, with Dr. Leo Martin, Jim Bonney, Ted Nelson and Milan Barnes going over plans for their proposed radio and television studios. We also visited the building where the proposed studios are to be located, covering the entire building from roof to basement in an endeavor to determine the most advantageous location which could be adapted for radio and television.

We were there to experience first hand the "Blizzard of 1956" which so effectively tied things up in Boston and New England. However we managed by

subway and train to get to Lowell Friday evening to enable us to get acquainted over the weekend with our second granddaughter.

Monday (19) we were on an early train from Boston to New York, early enough to see the beginning of the second snow storm which deposited another foot of snow in the Boston area. We arrived in New York City 90 minutes late to find traffic at a standstill due to a 12.5 inch snowfall on Sunday. Taxis were few and very far between, and hotels were jammed but the busses were still running. Advance hotel reservations meant only good intentions however. Another bus landed us in a hotel with rooms available although not so conveniently located.

In spite of the storm and the gigantic transportation problem it caused, the annual Institute of Radio Engineers Convention was well attended, so well in fact that many were turned away at some of the more popular technical sessions. We were pleased to see Fred Remley, Chief Television Engineer of the University of Michigan, George Murphy, Chief Engineer of the Auburn Studio of the Alabama State Network, and Ralph Townsley of WBAA at Purdue University in attendance. We feel that educational radio and television should be represented at such meetings and hope that in future meetings our participation will increase.

Thursday afternoon and Friday we spent in Brooklyn at the Board of Education Station WNYE. Herman Haverkamp, WNYE Chief Engineer, was busy going over space requirements for new television facilities which we discussed in detail. Jim Macandrew sat in with us for a few minutes in discussing their plans. We also had a lengthy session with Ed Kratt of the NAEB Engineering Committee and Herb Friedman of the WNYE staff on tape recorders, their characteristics and maintenance routines.

We'll report later on the remainder of the trip. We'll put this in the mail with the hope that it will beat us home by a day and make the deadline for the April Newsletter.

*****

We have available the procedures used by WOI-TV, Channel 5, and WILL-TV, Channel 12 in making harmonic measurements on their television transmitters. In both cases, the method is essentially the same as that set forth in the General Radio Experimenter Vol. XXIX, No. 10, March, 1955. We are not planning to publish these in the Engineering Newsletter since they are not of general interest, however, we will be glad to make copies for those who request them.

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A sample log form for kinescope recorder operations was included in Issue No. 5 of the Engineering Newsletter. We'd be glad to send you a copy upon request.

OFFICERS AND DIRECTORS--1956

PRESIDENT: Mr. Frank E. Schooley
Stations WILL-AM-FM
University of Illinois
Urbana, Illinois

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University of Wiscon
Madison, Wisconsin

VICE-PRESIDENT Mr. John Dunn
Oklahoma ETV Authority
P.O. Box 2005
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DIRECTOR REGION I: Mr. Arthur Weld, Jr.
Station WAER-FM
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DIRECTOR REGION IV: Dr. Burton Paulu
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University, Alabama

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NEWSLETTER SUPPLEMENT

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REPORT OF INTERNATIONAL ACTIVITIES OF THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall
Urbana, Illinois

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

BRIEF STATEMENT OF INTERNATIONAL ACTIVITIES OF THE NAEB

Introduction

For several years the National Association of Educational Broadcasters has engaged in an extensive and intensive program of exchanging broadcast materials with other countries. This has included exchange of tape recorded radio programs with other countries, exchange of reports, surveys and other publications and materials in the broadcasting field, preparation of articles for foreign broadcasting publications, visits of many foreign broadcasters to NAEB Headquarters and member educational radio and television stations, regular exchange-of-persons programs, and many other activities. Some of the more important of these international exchange activities are discussed briefly below.

Fulbright Scholars

One of the most important aspects of international exchange and cooperation has been the role played by the NAEB in helping to select Fulbright Scholars to be sent abroad and in making arrangements for Fulbright Scholars from other countries to spend time at educational stations in this country. Attached is a copy of a report prepared on such Fulbright activities, which also includes mention of the role played by the NAEB in the Prix Italia competition.

Exchange of Radio Programs

Hundreds of hours of programming, the majority of them prepared specifically for the NAEB, have been supplied by the broadcasting organizations of other countries for distribution, via the NAEB Radio Network, to educational stations throughout the United States. As an example of what has been done in this area during only one

year, there is attached a copy of the report of the Chairman of the NAEB International Relations Committee (Mr. Seymour N. Siegel, Director, WNYC, New York City Municipal Broadcasting Station) presented in October, 1955, at the annual convention of the NAEB. It will be noted from this report that the NAEB is a member of the International Broadcasting University.

In addition to the activities mentioned in Mr. Siegel's report, increased efforts are being made to secure outstanding musical programs from such countries as Austria, Germany, Japan, Sweden, and the Netherlands. A series of on-the-spot commentaries and interviews is currently being prepared by Mr. John Lerch, formerly of WBAA, Purdue University, now in Japan. It is anticipated that these programs will fill the same role in furthering international understanding as did the "Letter from Italy" series by Mr. Graham Hovey, as discussed in the attached Fulbright report.

Extremely friendly and close liaison has been maintained with the North American representatives of the BBC, RTF, Radio Nederland, and others. These people are vitally interested in serving us and helping us to serve them. They attend the various national meetings of our Association and take an active role in discussions at these meetings. The attached Fulbright report tells of the special citations given to the BBC and RTF at the 1955 NAEB convention.

Several series of radio programs produced by the NAEB, or member stations, have been carried by the broadcasting services of other nations. The CBC has broadcast the programs in the "Ways of Mankind" series, an outstanding series on anthropology produced by the NAEB under a grant from the Ford Foundation. The CBC and RTF have broadcast all or most of "The Jeffersonian Heritage" series, another produced under the Ford grant and one that very competently explains American democracy to foreigners. The CBC has also broadcast other series, such as "Popular Arts in America," produced by station WUOM, University of Michigan, and, in a rather complicated international move, "French Composers," originally prepared for the NAEB by RTF. The BBC has also carried some NAEB programs.

However, the "reverse flow" of programs, from NAEB to foreign broadcasters, has not been as great as might be desired. This is due primarily to the language barrier. Whereas the large, government owned foreign broadcasting systems have sufficient funds to have programs prepared in English especially for the NAEB, neither the NAEB nor its member stations is financially able to produce foreign language programs for export. This is an area in which a great deal of good work might be done if funds were available to underwrite the project. A start has been made by NAEB-participation, jointly with the Juilliard School, in contributing for the U.S.. to a world series of 45 minute musical tributes for the 200th anniversary Mozart celebration.

Exchange of Materials and Publications

The major foreign broadcasting systems, and many individual broadcasters in other countries, are periodically sent the NAEB Newsletter and other surveys, reports, studies, etc., dealing with educational broadcasting in the United States. In turn, many of these countries send similar materials to the NAEB. In this way, all parties concerned are kept well informed. Excerpts from our publications are often printed in foreign journals, as we frequently reprint materials sent to us from overseas. The aforementioned Fulbright Scholars were very instrumental in disseminating such NAEB publications among broadcasting officials in the countries in which they were located. While these exchanges are largely limited to European countries, many NAEB materials have recently been sent to broadcasters in Japan, India, Pakistan, Burma, Korea and other Asiatic countries. This latter has often grown out of visits to NAEB Headquarters and member stations by broadcasters from these Asiatic countries. Hardly a month passes that some such person is not a visitor for one or more days at NAEB Headquarters. Such visits are extremely worthwhile in that they give these foreign broadcasters an opportunity to learn first-hand about educational broadcasting in the United States.

Summary

The international activities mentioned above, and in the two attached reports, are indicative of the interest of the NAEB in furthering understanding between nations. By means of such exchanges of personnel, materials and programs, participating broadcasters can present to their audiences a much more comprehensive picture of foreign culture, history, art and "man" himself.

HEH/HJS/wc
March 8, 1956

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

SUMMARY OF FULBRIGHT SCHOLAR ACTIVITIES IN THE AREA OF EDUCATIONAL BROADCASTING

Introduction

In 1952 the Conference Board of Associated Research Councils requested that the NAEB nominate a committee to advise on the selection of candidates for Fulbright Scholarship awards in the field of educational broadcasting. Such a committee, with changing personnel, has continued to function in this capacity since that time. The purpose of this report is to indicate, in summary form, the activities of the Fulbright Scholars chosen in this manner.

Fulbright Scholars

Mr. Lawrence Creshkoff, Assistant Manager for Programs, WGBH and WGBH-TV, Lowell Institute Cooperative Broadcasting Council, Boston - France - 1953-54.

Dr. Burton Paulu, Manager, KUOM, University of Minnesota - England - 1953-54.

Prof. Graham Hovey, University of Wisconsin - Italy - 1953-54 and 1954-55.

Mr. Ernest Lent, Manager, WUSC, University of South Carolina - France - 1954-55.

Dr. Stanley Donner, Director of Radio and Television, Stanford University - France - 1955-56.

Lawrence Creshkoff

Mr. Creshkoff established excellent relations with the management and program personnel of Radiodiffusion-Television Francaise, and was provided with an office in RTF Headquarters. Mr. Creshkoff served as production consultant for the radio programs RTF prepared, written, and produced specifically for the NAEB Radio Network. No attempt will be made to enumerate all of the series thus prepared by RTF, but a few representative ones were "France Sings Her Story", "Box at the Paris Opera", "From Franck to Francaix", "Great French Poets", "Great French Composers" and "Great

Writers of France". (As of March, 1956, the NAEB has distributed nationally a total of 24 series [373 programs with a total program time of 338 hours] prepared by RTF.) As Production Consultant, Mr. Creshkoff read the scripts, suggested changes, attended recording sessions, and attempted to provide the "feed-back" from the broadcasters in NAEB to help RTF modify their programs better to fit NAEB's needs.

Mr. Creshkoff also arranged for RTF to broadcast some NAEB-produced programs, notably several programs from the prestige series "The Jeffersonian Heritage." Such broadcasts by RTF, of course, were an excellent means of interpreting the "American way of life" to the French populace.

Mr. Creshkoff took part in many meetings with French broadcasters and others in the various media, and often served as a consultant for such meetings. For example, in October, 1953, he participated in a round-table discussion, in French, on the subject of advertising before the equivalent of the "Advertising Club" of Paris. Mr. Creshkoff's role was that of critic, and he was also asked to explain educational broadcasting by non-commercial stations, a segment of American radio little known in Paris.

In association with Dr. Paulu and Mr. Hovey, Mr. Creshkoff also participated in joint projects which are discussed later in this report.

Burton Paulu

Dr. Paulu was officially accredited to the University of London by the Fulbright Commission, as his mission was primarily in the area of research (although, at the same time, he worked with the BBC on exchange of programs with the NAEB). As a result of his research, Dr. Paulu has written a comprehensive book on the history and activities of the BBC, and this book is being published in the spring of 1956. The book is based on discussions Dr. Paulu had with BBC officials and research in the BBC archives. Each chapter of the book, when completed, was sent to the BBC for checking, and frequently when extensive revisions were suggested, Dr. Paulu revised

the chapter in question and then again sent it to the BBC for further examination. In several instances, chapters were also sent to other authorities for their examination and comments. For example, the chapters dealing with international broadcasting were examined by Dr. Harry J. Skornia, Executive Director of the NAEB, who has had extensive experience in European broadcasting. The manner in which this carefully researched and documented book was handled will add stature to the NAEB in the eyes of BBC officials and is further evidence that the NAEB is a responsible, careful organization. A result of Dr. Paulu's stay in England, and the resultant publication, will result in increased confidence and trust, plus an increased interest in program exchange.

Dr. Paulu worked very closely with officers of the BBC in an effort to increase program exchange between the NAEB and the BBC. Of course, most of the programs received from the BBC are arranged for through the North American Office of the BBC, in New York, so Dr. Paulu's chief aim in these discussions with BBC officials was to interpret for them the NAEB use of their programs and to encourage the BBC to use more programs from the United States. Dr. Paulu also took part in several conferences, representing educational broadcasting in the United States, principal among them being the UNESCO Television Producer's Study Course in July, 1954. His report on this conference has been published in the U.S. by the Quarterly of Film, Radio and Television and distributed by the NAEB. He also appeared on the BBC in panel discussions and interviews, and participated in joint projects with Mr. Creshkoff and Mr. Hovey. These are discussed later in this report.

Graham Hovey

Mr. Hovey, in order to be even better prepared for his stay in Italy, went a month early, at his own expense, so that he could spend this time on improving his knowledge of Italian language, art, culture, history, etc. That this month of intensive study was rewarding was later evidenced in the fine programs Mr. Hovey prepared

for the NAEB and in the fact that RAI requested that he be given a second Fulbright Scholarship so that he might stay in Italy an extra year.

Probably one of the most important results of Mr. Hovey's stay in Italy was the series of tape recorded programs, entitled "Letter from Italy," which he prepared fo distribution, via the NAEB Radio Network, to educational stations throughout the United States. These 76 programs, ranging from an interview with, and singing by, Renata Tibaldi, to programs on relations between American troops and the citizens of Communist-controlled Leghorn, brought a much clearer understanding of Italy to the millions of American listeners who were privileged to hear them over NAEB stations.

The relations established by Mr. Hovey with RAI officials were truly excellent. As an example of the fine working relationship established, as well as the high esteem in which RAI officials held Mr. Hovey, it should be mentioned that RAI provided Mr. Hovey with an office suite in their new broadcasting building. This "NAEB suite" has been left closed, with the NAEB plaque on the door, pending arrival of a worthy successor to Mr. Hovey. This spirit of cooperation resulted in the preparation of several programs, by the RAI, for distribution on the NAEB Radio Network.

As was the case with the other Fulbright Scholars discussed in this report, Mr. Hovey was called upon many times to serve on a consultant basis to interpret American broadcasting, and particularly educational broadcasting, to Italians attending various meetings. As has been mentioned, he took part in joint activities of this nature with Mr. Creshkoff and Dr. Paulu.

Mr. Hovey assisted in arrangements to send someone from the RAI to an NAEB member institution on an exchange scholar basis. This is discussed in more detail later in this report. Mr. Hovey was also one of the representatives of the U.S. through the NAEB at the Prix Italia, which is also covered later.

Ernest Lent

Mr. Lent continued the work with RTF that had been so ably started by Mr. Creshkoff. Like Mr. Creshkoff, he served as production consultant for programs

being prepared by RTF for the NAEB, and arranged for interviews with Americans working in France to be used on the RTF program (for NAEB) "France at Work." In an effort to counteract the impression abroad that there is a definite lack of "culture" in the United States, Mr. Lent, before leaving this country for France, wrote to the presidents of a large number of colleges and universities asking for tape recorded programs of student-written drama, prose or poetry. It was Mr. Lent's hope that such programs could then be aired in France. However, in spite of Mr. Lent's efforts, the response from the college and university presidents was so poor that he was unable to carry out the project. Similar projects can still be implemented, by the proper representatives, however.

Stanley Donner

Dr. Donner is still in France, so a report of his activities is necessarily incomplete. Suffice to say that he has carried on the production advisory and liaison work with RTF. He will also represent the NAEB and the Educational Television and Radio Center at the forthcoming UNESCO conference on broadcasting.

Joint Efforts

As has been mentioned previously, Messrs. Creshkoff, Paulu and Hovey were able to undertake some joint projects, in March, 1954, through travel grants by the Fulbright commissions in Italy, France, England and Belgium.

Mr. Creshkoff and Dr. Paulu joined Mr. Hovey in Rome for a week of conferences among themselves and with representatives of RAI. They visited RAI studios, attended broadcasts, and held discussions with RAI international exchange officials about future RAI-NAEB exchange programs. Mr. Creshkoff and Dr. Paulu then spent five days in Brussels as consultants to a five-nation (Great Britain, France, Belgium, Netherlands and Luxembourg) conference on educational television. This conference consisted of three all-day sessions in which problems of educational television were discussed, with particular emphasis upon providing information and guidance for those

nations with less experience in the field, by those with more. The following week, Dr. Paulu and Mr. Creshkoff went to Paris, where they were joined by Mr. Hovey. Here they had conferences with Voice of America representatives and the Educational Exchange Officer of the United States Information Service. They conferred with several educational television producers and with the Director of "Artistic Services" of RTF (the counterpart of an American network vice-president in charge of programs), and the Director and Assistant Director of RTF International Exchange. The conference with these last three provided an opportunity to discuss various problems of the mutual exchange of programs with the French radio executives most directly concerned with this matter.

Prix Italia

While these Fulbright Scholars were not directly concerned with this international broadcasting competition, it should be mentioned here because of its relation to the entire field of international endeavor by the NAEB, and because Mr. Hovey was one of the representatives at the 1955 Prix Italia. It should be pointed out that an NAEB representative has served on one of the Prix Italia juries each of the past two years and that the NAEB has entered several programs in the competition. In 1955, an NAEB sponsored entry won the Prix Italia for the best original radio musical composition. This entry was December, a dramatic Christmas cantata for radio for singing and speaking voices with wind instruments and percussion. The text of December was written by Maeve Olen and the music by Henry Brant. As a constituent member of Prix Italia, representing the United States in broadcasting, the NAEB normally sends a representative to the Prix Italia General Assembly.

Exchange Fulbright Scholars in the United States

During the 1954-55 academic year, two exchange students, one from England and one from Italy, served on the staffs of two NAEB stations. Signor Fabio Borrelli, of RAI, spent this period at WBAA, Purdue University, where he assumed an active staff

role. Miss Moyra Youds, of BBC, went to WUOA, the University of Alabama, where she produced "The New World of Atomic Energy," a series of ten programs on the peaceful uses of atomic energy, financed by an NAEB administered grant-in-aid from the Educational Television and Radio Center. The salaries for these people were paid by the university where they were located, although their travel to the United States was paid by the Fulbright Commission.

The value of such exchange arrangements was very aptly summed up by Signor Borrelli in an article he prepared for the NAEB Newsletter: "Between Europe and America today there are still many misunderstandings and difficulties that need to be resolved for the future of our civilization. All too frequently, European judgement about American civilization -- thought of as being materialistic and anti-spiritualistic -- is somewhat superficial. Exchanges such as this between your country and ours and the other countries of Europe are the best way to correct prejudices and misconceptions. When I return to my country I hope I shall be able to disseminate the results of my new knowledge among the people with whom I shall live and among those who will direct my work. If I am able to do this, I believe I shall have accomplished the first and most important object of these exchange programs."

Summary

The above summaries of the activities of the various Fulbright Scholars in the field of educational broadcasting demonstrate forcefully the extreme importance of such exchange programs. The benefits are not limited to those derived by educational broadcasters of the United States, or their counterparts in Europe, but the principal beneficiaries are the people of many nations who have, through the exchange of educational radio programs, become a little more understanding of their fellow men.

Last October, at its national convention in Chicago, the NAEB, in appreciation for the many hours of programming supplied to NAEB stations by the BBC and RTF,

presented these organizations with special citations. These citations were later accepted with appropriate ceremony and gratifying enthusiasm in London and Paris. It is pertinent to note that the press of these two nations also gave favorable publicity to these awards, indicating still further a growth of understanding and fellowship between the broadcasting organizations and the peoples of the nations involved.

In RADIO-TV SCRIPTS: THE LISTENER'S DIGEST, September 1955, Volume 1, No. 1, published by FACTS ON FILE, we were pleased to find one of Mr. Hovey's scripts for LETTER FROM ITALY reprinted in full, and one in part, as examples of the best scripts from American Radio in the international area. (Two other features of this issue, even though not international except in impact, were: a picture story on CBS' LET'S TAKE A TRIP, which originated at ETV Station KETC in St. Louis as THE FINDER; and a story on Dr. Frank Baxter and his ETV series on Shakespeare.)

We believe all this increasing recognition is evidence of the growing maturity of the NAEB and its activities and network offerings.

HEH/HJS/wc
March 8, 1956

REPORT OF THE NAEB INTERNATIONAL RELATIONS COMMITTEE

October 1, 1955

The activities of the International Relations Committee have been of extreme importance in view of the tremendous attention being paid by the United States to the whole problem of interpreting the United States to the countries and peoples abroad.

The Chairman of your Committee attended the meeting of the Universite Radiophonique Internationale in Paris during the month of March. He was elected President of the Technical Commission of URI. Arrangements were made for the first time for the Twentieth Century Fund to underwrite a series of programs on "America's Needs and Resources" to be produced by the Broadcasting Foundation of America and distributed to the member broadcasting organizations of URI. Your Chairman also is attending the international meeting of the Prix Italia to be held in Perugia, Italy the week of September 19, 1955.

Both the quantity and quality of programs which have been procured as a result of the activities of the International Relations Committee show satisfactory improvement.

The programs which are carried on some or all NAEB stations during 1955 are as follows:

Review of the British Weeklies - obtained from the British Broadcasting Corporation
Over the Back Fence - obtained from the Canadian Broadcasting Corporation
The French Press Review - obtained from Radiodiffusion Francaise
Music from Italy - obtained from Radio Italiana
Music in the Twentieth Century - obtained from Radio Italiana
Letter from Italy - obtained from Radio Italiana
Voyage of Columbus - (a single prize winning opera) obtained from Radio Italiana
Europa - (a single prize winning opera) obtained from Radio Italiana
David - (a special opera) obtained from the Nordwestdeutscher Rundfunk
Moses and Aaron - (a full length opera) obtained from the Nordwestdeutscher Rundfunk
Symphony Hall - (a series of 13 half-hour symphonic programs featuring the NHK Symphony Orchestra) obtained from the Japanese Broadcasting Corporation
The 1954 Holland Festival - obtained from Radio Nederland
French Theatre - (four full length plays) obtained from the Canadian Broadcasting Corporation (in French)
Canadian Concerts - (a series of 26 half-hour symphonic programs) obtained from the Canadian Broadcasting Corporation
Canadian Magazine - (a series of 26 half-hour talks) obtained from Canadian Broadcasting Corporation
The Couchiching Conference - 16 hours of material from Lake Couchiching Canada, obtained from the Canadian Broadcasting Corporation
Christmas in the Alps - a special one-hour program obtained from Radio Suisse
International Red Cross Day program - a full hour program, obtained from Radio Suisse

Comedie Francaise - 39 full length classicial French plays obtained from Radiodiffusion Francaise (hereafter abbreviated to RDF)

An Actor Presents the Play - a series of 13 half-hour programs obtained from RDF

Songs of France - a series of 13 half-hour musical programs obtained from RDF

They Showed the Way - a series of 13 half-hour programs of leading scientists and explorers obtained from RDF

Great Moments in French Music - a series of 13 one-hour programs of French Music, obtained from RDF

White Keys and Black - (a series of 13 one-hour musical programs) obtained from RDF

Hall of Culture - (a series of 13 half-hour programs) obtained from RDF

A Box at the Paris Opera - (a series of 13 one-hour programs describing the development of French Opera) obtained from RDF

Great Women of France - (a series of 13 half-hour biographical dramas) obtained from RDF

The Poet Sings - (a series of 13 half-hour programs on French poets) obtained from RDF

Voices of France - (a series of 26 half-hour programs) obtained from RDF

French Theatre - (a series of 18 contemporary dramatic programs, approximately 16) obtained from RDF

France at Work - (a series of 13 half-hour programs describing post-war developments in France) obtained from RDF

From Franck to Francaix - (a series of half-hour programs describing the development of French music) obtained from RDF

Dateline London - (a weekly 15-minute program) obtained from the British Broadcasting Corporation (BBC)

London Column - (a 15-minute weekly program) obtained from the BBC

Great Plays - (39 full length plays obtained from the BBC). Arrangements have been made for the distribution of these plays direct from NAEB headquarters instead of from the BBC in New York.

Promenade Concerts - (a series of 26 half-hour musical programs) obtained from the BBC

Overseas Seminar - (a series of four special programs worked out between the BBC and New York University on the foreign policies of Britain and America.)

The International Relations Committee is now engaged in negotiations for an increase in program exchange between the above mentioned broadcasting organizations and the United States, as well as an extension of our activities to South America and the Far East.

The NAEB entry in the Prix Italia consisting of two outstanding American musical works with words was obtained as a result of a special jury set up by leading representatives as Broadcast Music, Inc., the Koussevitzky Foundation and the American Composers' Alliance.

The quality and the quantity of material which has been made available to the member-stations of the NAEB as a result of these activities has attracted favorable comment from press and public alike, as well as from our own State Department. The building-up of understanding among the peoples of the world is an essential part

of American national policy and the cultural exchange which has resulted by reason of the NAEB's International Relations activities is a distinct credit to the organization.

It is unfortunate that funds are not available for a considerable advance in the scope and quantity of international activitiy. Outside of the NAEB's entry fee and a translation fee for the Prix Italia, the organization has not been able to furnish any funds during the past year.

Consideration should be given to any activity which might bring about an easier handling of customs duties and shipment on tapes and educational radio programs.

An expansion of the number of areas to which the NAEB can recommend Fulbright scholars is also a necessity. The Chairman of the International Relations Committee is attempting to obtain requests from abroad for more such American broadcasting representatives.

The field is large and while the NAEB has progressed greatly in the international area during the past three years there is still a great deal to be done. This requires support and interest as well as funds.

Respectfully submitted by:

THE NAEB INTERNATIONAL RELATIONS COMMITTEE

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